

COMPANY
PROFILE

Business Card Express: E-commerce + customer convenience = winning combo for trade printer

By Margie Gallo Dana

If you believe that being a successful printer lies in embracing e-commerce as well as making it easy for customers to do business with you, then Business Card Express has it made. The Needham, MA, trade printer produces high-quality stationery products, and it now offers a Web-based ordering system for distributors' corporate customers.

Corporate Overview

Independently owned and operated, Business Card Express (BCE) is one of New England's largest manufacturers of business cards, letterhead, envelopes, and related office products. BCE sells its products through distributors or dealers. Currently, it has approximately 700 accounts throughout eastern Massachusetts, selling through franchises and other com-

mercial printers as well as print brokers and other wholesalers. BCE employs 37 full- and part-time people in its 9,000-square-foot facility.

The printer recently broadened

Marc Gudema and his management team, which includes Liz Howitt (General Manager) and Gary MacNeill (Production Manager), the company now services distribu-

tors supplying printing to medium and large corporations as well. To support these distributors, BCE offers an online ordering system for their customers, which is described at CorporateCards.com.

CorporateCards.com

Marc Gudema believes that the future of corporate printing is via the Internet. For years, he's been determined to broaden the firm's reach from small businesses to large corporations.

And for that, he needed a Web-based solution.

A little over a year ago, he invested in technology that allows corporate end users to create,



President and CEO Marc Gudema (at computer) shown here with Account Representative John Prills (left), General Manager Liz Howitt (seated at right), and Production Manager Gary MacNeill (far right).

its market considerably. Until two years ago, it focused on distributors serving small businesses. Under the leadership of President and CEO

Business Card Express of MA - Founded: 1989

Year	\$Sales	#employees	\$sales per employee	\$ per sq. ft	Profitable
2000	\$2,600,000 (est)	35	\$74,286	\$289	—
1999	\$2,262,000	33	\$68,545	\$251	yes
1998	\$2,062,000	27	\$76,370	\$344	yes
1997	\$1,866,000	25	\$74,640	\$311	yes
1996	\$1,596,000	23	\$69,391	\$266	yes

Location(s): Number of facilities: 1 • Sq., Ft.: 9,000

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Primary Product/Service: Business Cards, Stationery and Announcements

